

ORDER

FIRST COAST NEWS



A GANNETT COMPANY

Orders

Order / Rev: 691923 - 3
 Alt Order #: 6190805
 Product Desc: SENATE RACE
 Estimate: 473
 Flight Dates: 10/16/12 - 10/22/12
 Original Date / Rev: 09/12/12 / 09/12/12
 Order Type: Political

WTLV-TV
 Primary AE: Jim Quinn
 Sales Office: T-PHI
 Sales Region: NAT

Agency

Name: Abar Hutton Media/ POL
 Buying Contact:
 Billing Contact:
 6190 Grovedale Court Suite 200
 Alexandria, VA 22310

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser

Name: Nelson, B/ D / US Senate
 Demographic: A35+
 Product Codes: PL-US Senate
 Priority: P-3
 Revenue Codes: AGY, GEN, POL

New Business Thru:
 Order Separation: 00:15:00
 Advertiser External ID:
 Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	58	\$22,050.00	\$18,742.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	58	\$22,050.00	\$18,742.50	0.00
Totals	58	\$22,050.00	\$18,742.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WTLV-TV	30%	\$22,050.00
Market	100%	\$73,500.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WAWS	9%	\$6,615.00
WCWJ	1%	\$735.00
WJXT	28%	\$20,580.00
WJXX	7%	\$5,145.00
WTEV	25%	\$18,375.00

mg 27-28

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 15	WTLV	10/16/12	10/16/12	Tue Prime B Tue Prime B	CM	Tue 9p-10p	-T-----	:30	1	\$1,200.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
		Week: 10/15/12	10/21/12	-T-----	1		\$1,200.00	0.00							
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
		1	WTLV	10/15/12-10/21/12	Tue Prime B	Tue 9p-10p	-T-----	:30	(\$1,200.00)	0.00	NM				
		Credited													
N 27	WTLV	10/19/12	10/19/12	Fri Prime B Fri Prime B	CM	Fri 9p-10p	----F--	:30	1	\$550.00	P-3	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
		Week: 10/15/12	10/21/12	----F--	1		\$550.00	0.00							
N 28	WTLV	10/17/12	10/17/12		CM	Wed 8p-9p	--W----	:30	1	\$650.00	P-3	0.00	NM	1	\$650.00

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WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Wed Prime A											
				Wed Prime A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--W----					1	\$650.00		0.00			
													Totals	58	\$22,050.00